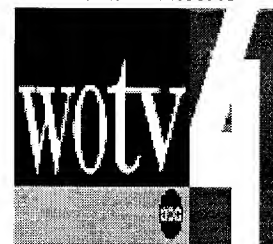


ORDER



WOTV

Orders
Order / Rev: 213224
Alt Order #: 6861822
Product Desc: HOEKSTRA FOR SENATE
Estimate:
Flight Dates: 10/09/12 - 10/14/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pete Hoekstra For Senate
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/13/12	10	\$370.00	\$314.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$370.00	\$314.50	0.00
Totals	10	\$370.00	\$314.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOTV	1%	\$370.00
Market	100%	\$37,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$370.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	38%	\$14,060.00
WTLJ	0%	\$0.00
WWMT	42%	\$15,540.00
WXMI	4%	\$1,480.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	14%	\$5,180.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	10/09/12	10/11/12	Daybreak @ 6 Daybreak @ 6	CM	6-7a	-TWT---	:30	3	\$15.00	P5	0.00	NM	3	\$45.00
6A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWT---		3		\$15.00		0.00					
E 2	WOTV	10/09/12	10/12/12		CM	6-630p	-TWTF--	:30	4	\$25.00	P5	0.00	NM	4	\$100.00

Order / Rev: 213224
 Alt Order #: 6861822
 Flight Dates: 10/09/12 - 10/14/12

Advertiser: POL/Pete Hoekstra For Senate
 Product Desc: HOEKSTRA FOR SENATE
 Estimate:

WOTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 8 @ 6p											
				News 8 @6p											
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--			4		\$25.00		0.00				
E 3	WOTV	10/09/12	10/12/12	World News	CM	630-7p	-TWTF--	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
				World News w/Diane Sawyer											
630P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--			2		\$100.00		0.00				
E 4	WOTV	10/13/12	10/13/12	GMA Sa	CM	8-9a	-----S-	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
				GMA Saturday											
SAT GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$25.00		0.00				
													Totals	10	\$370.00